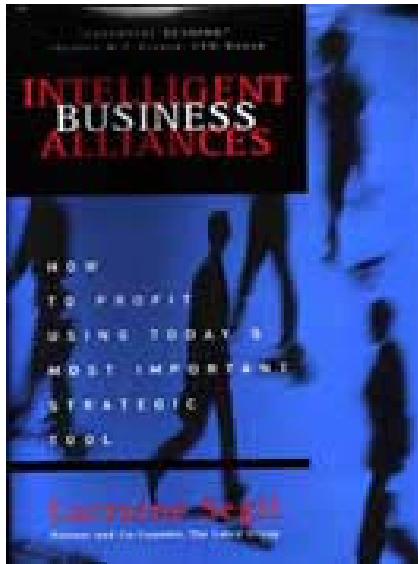
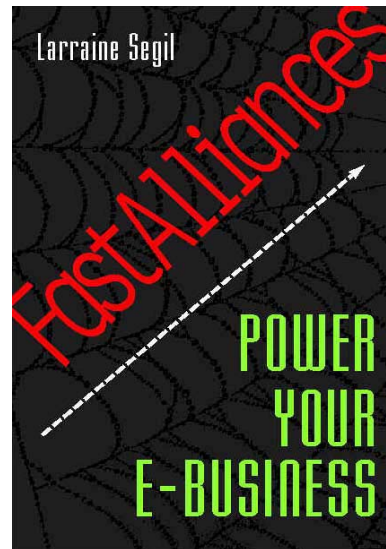


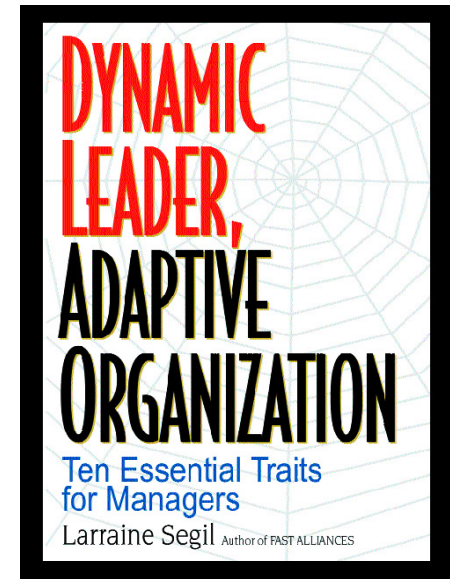
**Sept 1996**



**Jan 2001**



**June 2002**



# **Larraine Segil**

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**JOIN US at my Two Day Executive Education Program on Strategic Alliances for Senior Executives at CALTECH, Pasadena !**

**1801 Avenue of the Stars, Suite 505, Los Angeles, CA 90067**

# **THE NEW DESIGN PARADIGM**

- **Concurrent Engineering and Design, Distributed Design Teams, Faster Cycle Time from Concept through Hardware Design Cycles....**
- **Across Disciplines and Functions, Divisions, Companies and Industries =**

**Partnering and Alliance Competency -  
THE Critical Success Factor**

# The Questions

1. What is an alliance?
2. What if the partner doesn't think we have an alliance and we do?
3. What if we don't want to give them our stuff?
4. What if they don't see it the way we do?
5. How do we adapt to meet present economy/industry demands?
6. HELP! How do we make this work?

**The Answers.....**

**THE DEFINITION**  
**5 Elements**

**NOT STRUCTURE**  
**but**  
**PHILOSOPHY**

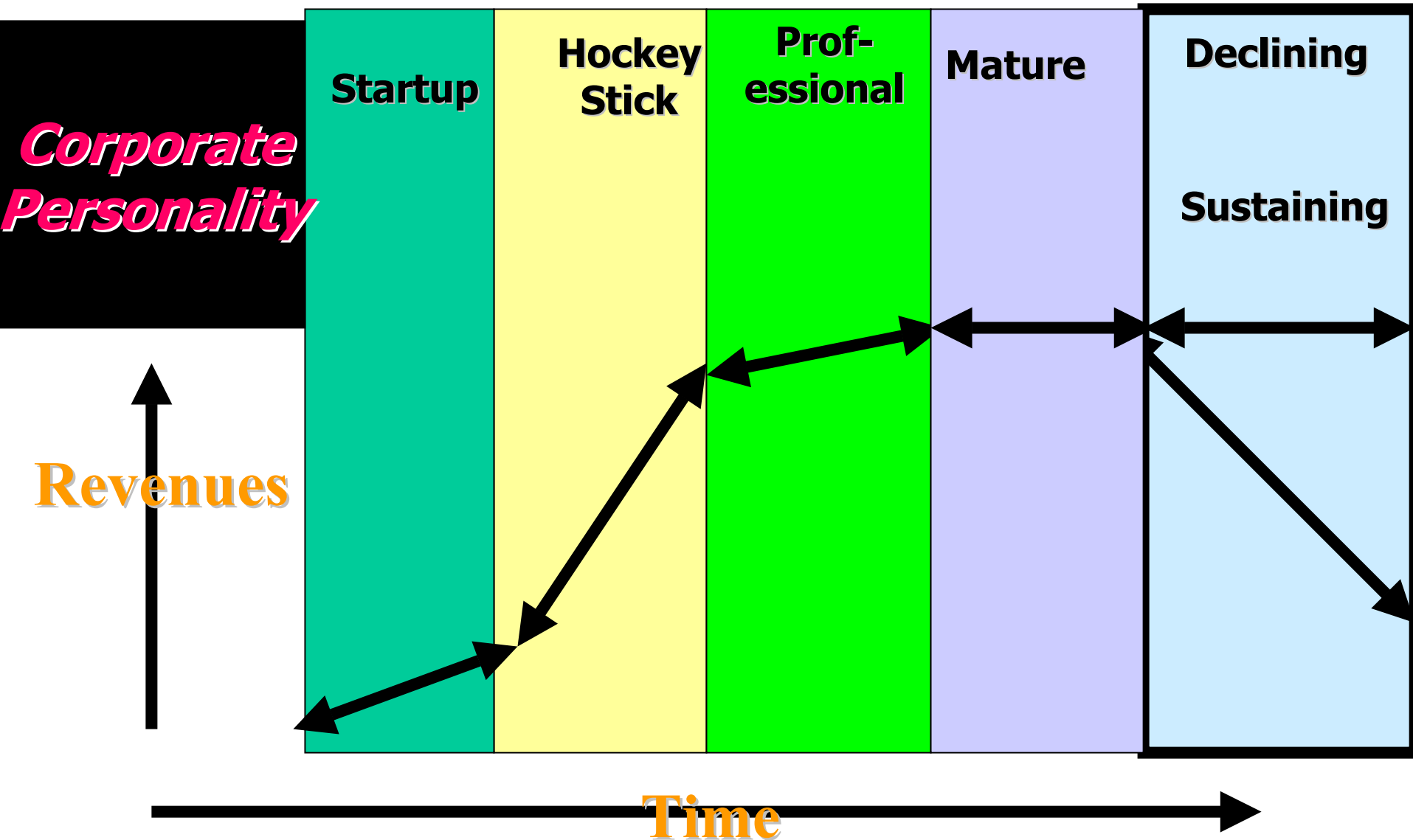
# **THE SECRET WEAPON!**

**(a way to avoid giving them our stuff)**

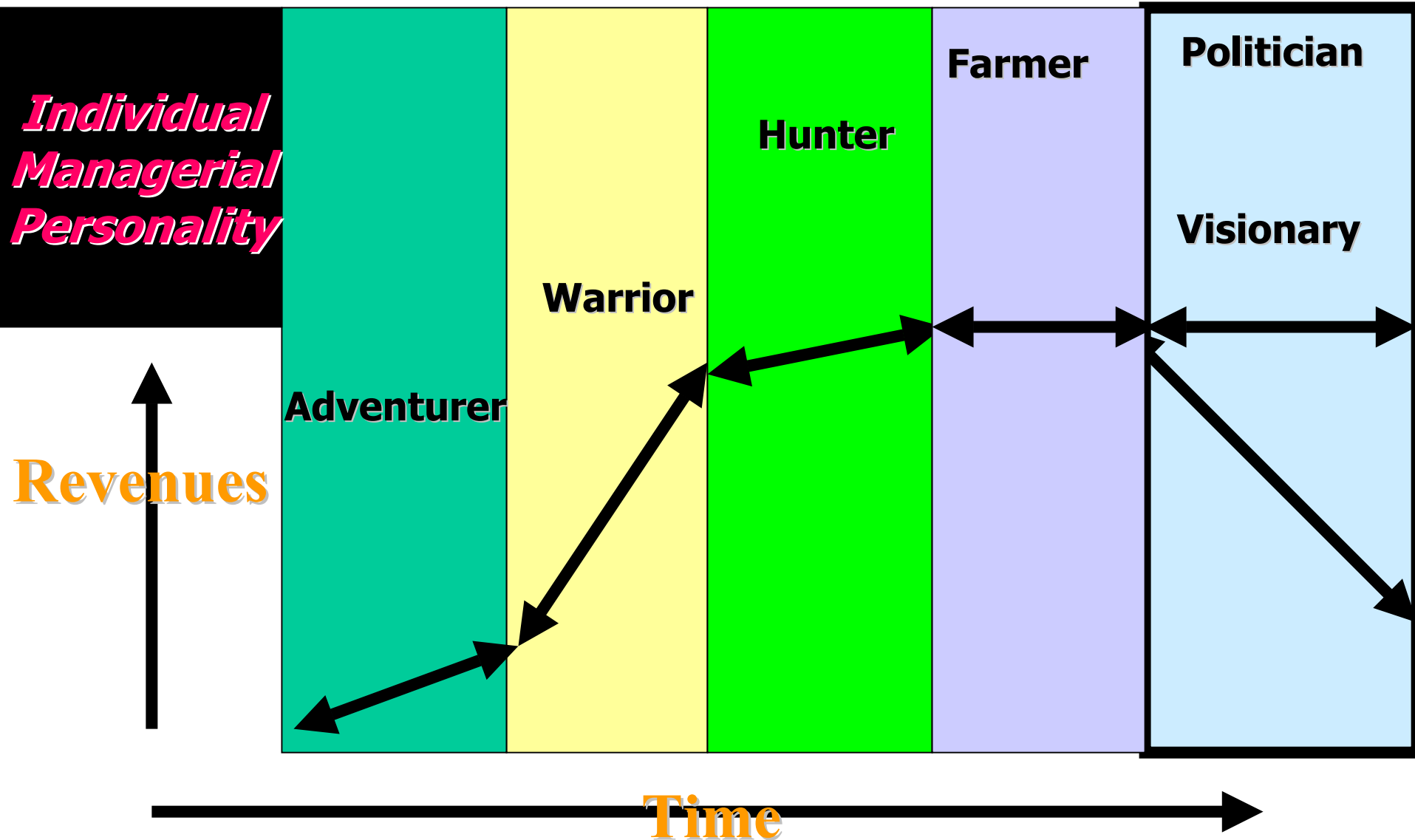
# THE ORGANIZATION AS BIOLOGY

(what to do when they see things  
differently)

# The Mindshift System



# The Mindshift System





# The Mindshift System

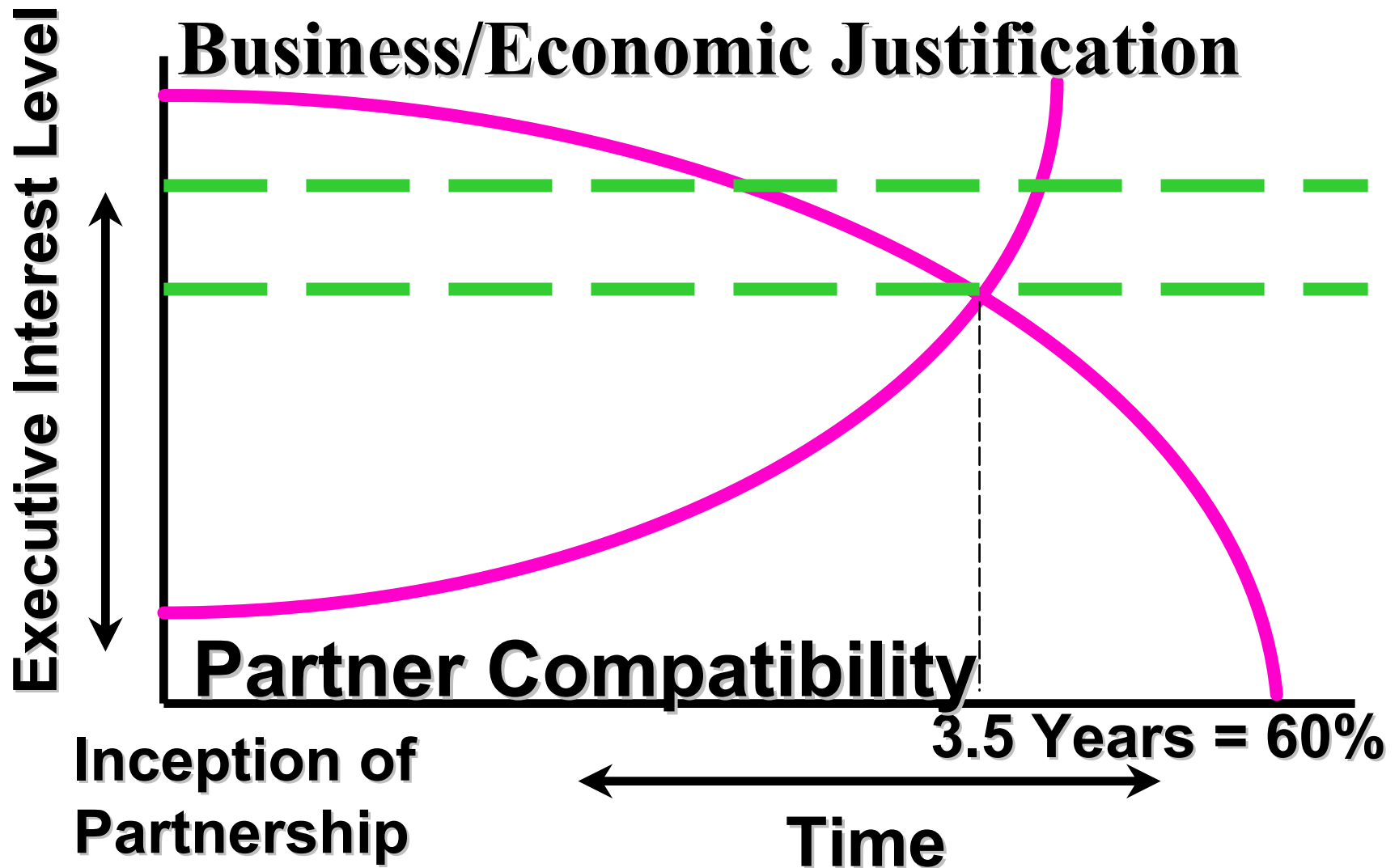
**Project  
Personality  
or  
Priority**

## BET THE FARM

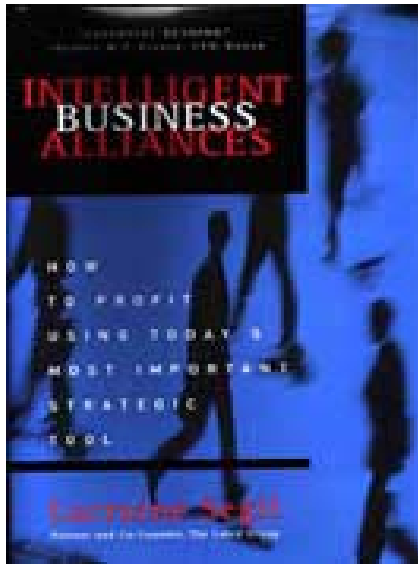
## Middle of the Road

## Experimental

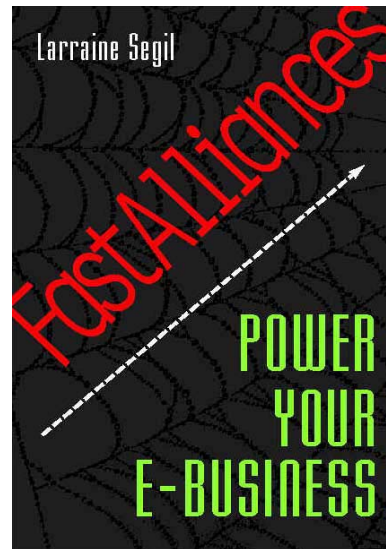
# Success and Failure



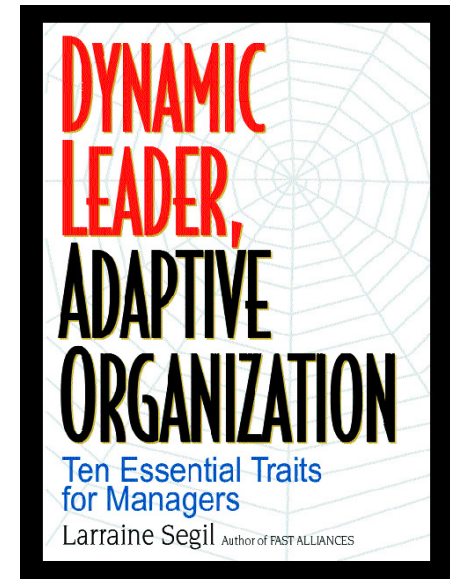
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